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# ANNUAL REPORT

Kidthink Children's Mental  
Health Centre Inc.



## ACKNOWLEDGEMENT

We acknowledge that Manitoba is on the original lands of the Dakota, Anishinaabe, Cree, Oji-Cree, Dene, Inuit and Metis Nation. We acknowledge that KIDTHINK is located on Treaty One territory. We respect the Treaties that were made on these territories and we acknowledge the harms and mistakes of the past. We dedicate ourselves to moving forward in partnership with First Nations, Metis and Inuit communities in a spirit of reconciliation and collaboration. We acknowledge that our water is sourced from Shoal Lake 40 First Nation.





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# WHAT IS KIDTHINK?

## OVERVIEW, MISSION, & VISION

### OVERVIEW

KIDTHINK Children's Mental Health Centre Inc. (KIDTHINK) is a non-profit children's mental health centre located in Manitoba that received its charitable status in January of 2019.

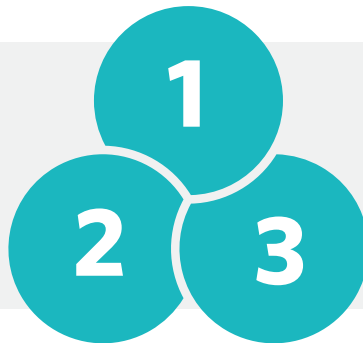
We are passionate about prevention and early intervention of mental health and addiction challenges for children 12 and under.

We understand that it is crucial to not only treat the child, but to empower those in the child's community to best support their journey.

This includes providing care and resources to parents, caregivers, pediatricians, teachers, and more.

Our funding is three-pronged:

- 1 Donations
- 2 Fee-for-service with a sliding scale on a cost recovery-basis
- 3 Government contract services



We operate as a multidisciplinary centre that identifies and enhances the child's entire support system by focusing on the following pillars:



*Clinical Services*



*Community Outreach*



*Research*



### MISSION & VISION



Our mission is to improve the lives of children and their families.



A Canada that meets the mental health needs of every child.

# MESSAGE FROM OUR FOUNDER & CEO



***Let me begin: thank you.***

As Founder and CEO of KIDTHINK, I had a front-row seat to witnessing KIDTHINK's success during the past year. This world— and our community — has been challenged like never before. I believe that despite the challenges over the last two years, our finest days are still ahead.

At KIDTHINK, we generate solutions that make us healthier, safer, and stronger. Supported by our donors, we will always be seeking, always be challenging, and, most of all, always be leading with purpose.

Thank you for helping us build a brighter future.

A handwritten signature in black ink, appearing to read 'Carmyn Aleshka'.

**CARMYN ALESHKA**

(She/Her)

Founder & CEO

# KIDTHINK PILLARS

CLINICAL SERVICES, COMMUNITY OUTREACH, & RESEARCH

## CLINICAL

KIDTHINK takes an evidence-based approach to offer assessment as well as treatment programs and services that are proven to be most effective. The initial focus is on anxiety, depression, behavioural issues, ADHD, and learning difficulties/disabilities.

KIDTHINK's approach is strength-based, trauma-informed and can include unique, intensive therapy options, when applicable, for those willing and able to dedicate time for an intensive program.

## OUTREACH

KIDTHINK provides outreach services within the child's community with a primary focus on training parents, teachers, coaches and pediatricians to better identify and interact with children 12 years old and under with mental illnesses. This multidisciplinary-team approach will empower the community with the knowledge to better address each child's individual needs.

## RESEARCH

KIDTHINK recognizes that all areas of child and youth mental health must be built on the best available research. Our team collaborates with researchers in the areas of early intervention and prevention of the onset of mental illness.

KIDTHINK uses knowledge gathered from research to facilitate the development of materials, programs, and activities for children, families and the community.



# MESSAGE FROM OUR CLINICAL DIRECTOR



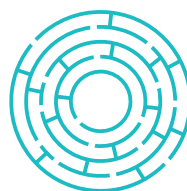
In my first year as the Clinical Director of KIDTHINK, I can say that I am proud to have taken on this role at such a critical time. As the tidal wave of the Covid-19 pandemic subsides, we have a chance to reflect and examine at how this has impacted our community and how our community has bravely faced this unprecedented time.

To reflect on what we have overcome, it's important to honour the contributions made by so many people in this great effort: mental health professionals, teachers, nurses, doctors, early educators, and volunteers. People who have worked diligently to nurture, educate, and protect our children and communities.

So many children, youth, and families experienced tough challenges with mental illness exacerbated

by the pandemic, such as financial hardship, illness, isolation and other circumstances. The good news is that with KIDTHINK, children, youth and families find hope.

I am also appreciative of the generosity of Manitobans, as they continued to support KIDTHINK's work through financial donations, events and other fundraising efforts - all to raise awareness and improve mental health service to children and youths.



**DR. MEGAN HEBERT**

*(She/Her)*

*Clinical Director*

# 2022 REFLECTION

## STRENGTHENING MENTAL HEALTH SUPPORT



The COVID-19 pandemic has taken a toll on young people's mental health. In the first year of the pandemic, rates of illnesses like depression and anxiety increased by more than 25%. Our vulnerable population such as children and youths, low-income families, residents of rural and remote areas, have been disproportionately impacted. We also see growing gaps in access to timely, quality mental health care. But with these findings, we also see an opportunity to do better. This upcoming year is about building stronger communities.

Mental health is essential to our physical and mental well-being and is more than just the absence of disease. Building on the idea of "leaving no one behind," the Sustainable Development Goals, established by the UN General Assembly, stress attaining sustainable development for all people. In order to attain the global goals outlined in the Sustainable Development Goals, we must change our attitudes, behaviours, and approaches to promote and protect mental health and to provide and care for those in need.

In so doing, we will reduce suffering, preserve people's dignity and advance the development of our communities. Our goal is to create a nation where mental health is valued, promoted and protected, where mental health problems are prevented, where anyone can access affordable quality mental health care, and where everyone can participate fully in a society free from stigma and discrimination.



# CLIENT TESTIMONIAL

## HEAR FROM THE PARENT OF 8-YEAR-OLD SARA

Sara was finding school a bit overwhelming. She hadn't been in a classroom for almost two years and being surrounded by so many other children was nerve-wracking. She remembered how scary it was when her grandma got sick with COVID-19, and remembered all the stories of people being hospitalized because of COVID-19, and she was worried about catching the virus at school and spreading it to her mom and dad. Sara didn't feel comfortable at school, and something had to change.

At KIDTHINK, we believe that everyone should have access to mental health support and resources. We work to fill the gaps in children's mental health services - including at school - by introducing our outreach program in communities across Manitoba.



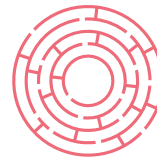
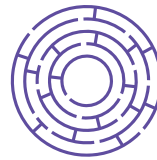
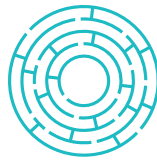
“What you have done for our family could never be expressed in words. Me and my child have the guidance and support we need. KIDTHINK and our clinician have made me feel I am not alone and I have found a safe place to where both me and my child can open up about our struggles with no judgment, just a very understanding person. I now feel my child has strong future and as a parent, I have been so blessed by you.”

--- Parent



# 2022 HIGHLIGHTS

A YEAR OF GROWTH AND PROGRESS



- **WELCOMED DR. MEGAN HEBERT, KIDTHINK CLINICAL DIRECTOR**
- **WELCOMED 4 NEW CLINICIANS TO THE TEAM**
- **KIDTHINK HOSTED THREE PRACTICUM STUDENTS**
- **HOSTED 2 PSYCHOLOGY INTERNSHIP STUDENTS**
- **INITIATED OUR VOLUNTEER PROGRAM**
- **PROVIDED FREE SERVICES TO 68 FAMILIES**
- **PROVIDED SERVICES TO 431 FAMILIES, ALMOST DOUBLING THE NUMBER COMPARED TO 2021**
- **PROVIDED OVER 2500 HOURS OF THERAPY**
- **COLLABORATED WITH OTHER ORGANIZATIONS TO PROVIDE AND PARTICIPATED IN A FREE MENTAL HEALTH RESOURCE FAIR**
- **2022 RECIPIENT OF THE COUNCIL OF THE FEDERATION AWARD FOR INNOVATION IN MENTAL HEALTH AND ADDICTIONS**
- **DECREASED OUR FOUNDER SUPPORT BY \$155,700**

# COMMUNITY FUNDRAISERS

COMMUNITY MEMBERS MAKING A DIFFERENCE



The Bridge Drive-In sold a KIDTHINK Unicorn Shake through the month of May. The fundraiser earned \$2816.25 for KIDTHINK!



Shelmerdine's Winter Fundraiser allowed the community to give a gift that gave back! Shoppers supported KIDTHINK by purchasing beautiful poinsettias, door swags, ornaments, and gift cards from the garden centre. The 2022 Winter Fundraiser raised more than \$1300 for KIDTHINK.



Mercede Sebelius, founder of Spreads by Cede, hosted 2 Wheelhouse spin classes where 100% of the proceeds were donated to KIDTHINK! She asked us to sweat it out in The Vault and celebrate the launch of Birthday Cake Cashew Butter all in support of KIDTHINK. Mercede raised \$962 for KIDTHINK!



Pedal for Purpose is a fundraiser where Kevin Molina cycled 125km in support of children struggling with mental illness. Every dollar raised from the event was donated to KIDTHINK. Pedal for Purpose raised over \$8000!

# OUR IMPACT

## A YEAR OF GROWTH AND PROGRESS

Your dedication towards supporting children's mental health drives us and inspires us — and this year, you continued to impact our community.

Your ongoing support enabled us to immediately jump in and support families experiencing financial hardships to ensure they weren't cut off from essential mental health services.

## DONATION IMPACT

Since launching our Fully Funded Client Care and Client Care Subsidy Program we have:



### PROVIDED

**OVER 1000 HOURS OF FREE THERAPY TO INDIVIDUALS**

**OVER 1900 HOURS OF SUBSIDIZED THERAPY TO INDIVIDUALS**

**OVER 73 HOURS OF PSYCHOLOGICAL CONSULTATIONS AND/OR ASSESSMENTS TO CHILDREN**



### SUPPORTED

**160 INDIVIDUALS WITH FREE QUALITY MENTAL HEALTH SERVICES**

**274 INDIVIDUALS WITH SUBSIDIZED SERVICES**



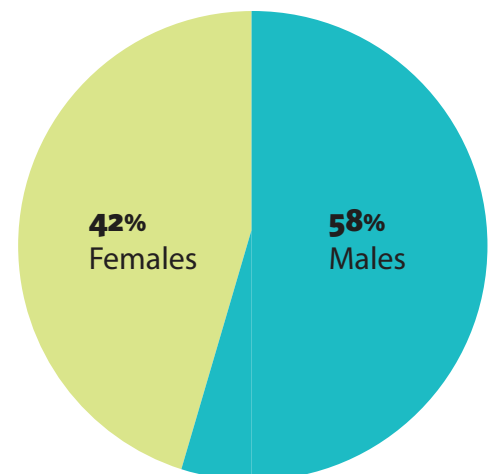
### RAISED

**\$213,162 TO PROVIDE FREE SERVICES TO FAMILIES**

## IMPROVING MENTAL HEALTH WITHIN OUR COMMUNITIES

**TOTAL (2022) INDIVIDUALS SUPPORTED AT KIDTHINK**

# 443



# FINANCIALS

## A REVIEW OF OUR 2022 REVENUE AND EXPENSES

### REVENUE BREAKDOWN

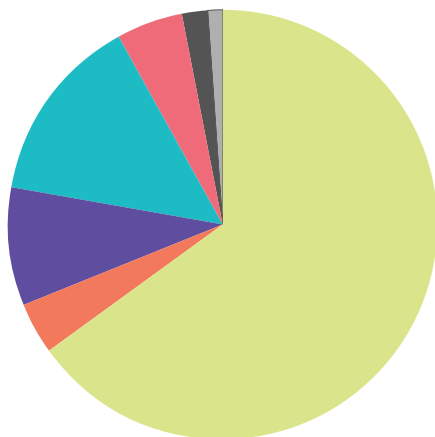
This year, our reliance on founder support has decreased from \$475,800 to \$213,240 as we've solidified our foundation. In contrast, fee-for-service revenue and donations have grown significantly, increasing from \$270,365 to \$416,881 and \$246,197 to \$409,786, respectively. These trends signify the evolving success and maturity of KIDTHINK.



- FEES FOR SERVICE: \$416,881 (35%)
- DONATIONS: \$409,786 (35%)
- FOUNDER: \$213,240 (18%)
- EVENTS: \$128,457 (12%)

### EXPENSE BREAKDOWN

Throughout 2022, KIDTHINK made concerted efforts to significantly grow its team to cater to the swiftly rising need for our services. Our payroll expenses maintained the same distribution as last year, with 66% allocated for Professionals and the remaining 34% dedicated to Administrators.



- SALARIES: \$756,749
- ADMINISTRATIVE EXPENSES: \$166,340
- OCCUPANCY: \$108,106
- TECHNOLOGY: \$52,720
- BENEFITS: \$40,939
- SERVICE ACTIVITIES: \$26,741
- LEGAL: \$1897

# OUR DONORS

## A GLIMPSE AT OUR TOP DONORS TO DATE

### **\$1M+**

The Upside Down Tree Family Foundation

### **\$250K - \$1M**

A & A Fund

### **\$100K - \$250K**

The Winnipeg Foundation  
GMacDonald Family Fund  
Johnston Group  
United Way  
Novak MacDonald Fund

### **\$20K - \$50K**

Jim & Leney Richardson  
Kinsmen Club of Winnipeg  
C.P. Loewen Family Foundation  
Children's Hospital Foundation of Manitoba  
City of Winnipeg: Criminal Property Forfeiture Distribution Fund

### **\$10K - \$20K**

Ivari  
Payworks Inc.  
Kindred Foundation  
Dave Hill Law Corporation  
Bell  
TELUS  
G3 Canada Ltd  
Investing with Purpose  
Youth in Philanthropy (YIP)  
Province of Manitoba

### **\$5K - \$10K**

Thomas Sill Foundation  
Kiwanis Club of Winnipeg  
Cambrian Credit Union  
Empire Life Insurance Company  
First Rank SEO  
Carolyn Sifton Foundation Inc.  
Marr Industrial Coatings  
Louis Trepel



# OUR FUTURE

## BUILDING A RESILIENT FUTURE

KIDTHINK's leadership team is committed to giving the organization the resources it needs to serve more kids and youth. As we approach a new year, one of KIDTHINK's most exciting initiatives ever is about to launch -- ConnectCare -- a mental health initiative that will eventually see KIDTHINK across Canada.

"Our efforts focused on real-world impacts - the kind that would contribute to improving mental health in the future while strengthening care for those that need it now. This support requires an emphasis on innovative ways of receiving care, such as those in the quickly expanding field of e-mental health services. We have seen firsthand how specialized mental health services such as those provided by KIDTHINK can save young lives. Charitable and provincial funding for this initiative enables KIDTHINK to help some of Manitoba's most vulnerable children and youth in a new way."

**- CARMYN ALESHKA, FOUNDER & CEO**

This 2022 annual report tells the broad and empowering story and development that has been witnessed at KIDTHINK over the past year - which is one of vision and transformation. We are transforming into a newly-focused organization by leveling up KIDTHINK's mental health services and establishing objectives to address the needs of Manitoban children, youth, and families. KIDTHINK offers psychological expertise, a specialized role of child and youth mental health services, exciting career opportunities in a learning and teaching setting, and a roadmap for the next five years to empower children, youth and families to thrive. We look forward to a brilliant future where KIDTHINK reaches out across Manitoba to support more families in need.

We invite you to be part of that journey.



# OUR FUTURE CONTINUED

## EXCITING PROGRAMS ON THE HORIZON

KIDTHINK's ambition to establish a training institute is steadily progressing, with workshops designed to equip professionals in the mental health care space with essential development tools. In addition to this, our dedicated team has developed ConnectCare, an online mental health application providing valuable psychoeducation programming for parents and caregivers. This free resource encourages open conversations about mental health, equips families with strategies for overcoming challenges, and fosters emotional resilience.

We are incredibly proud of KIDTHINK's creative and collaborative teams, who have recently launched our new website and branding, signifying our unwavering commitment to transforming the lives of children, youth, and families. In the upcoming year, we are thrilled to introduce parent and child Cognitive Behaviour Therapy (CBT) based groups, made possible by the support of our dedicated volunteers and clinicians.

The past year's media emphasis on racial violence serves as a crucial reminder of our commitment to anti-racism efforts and the Truth and Reconciliation Committee's Call to Actions. KIDTHINK's leadership team, in collaboration with Human Resources, will continue to guide

staff and management in upholding these commitments. In the coming months, we will engage with Indigenous communities to ensure our mental health services incorporate the historical and cultural contexts vital for Indigenous healing.



In summary, the work of KIDTHINK has been multi-faceted over the course of the past year; all with the aim of providing the highest standard of clinical service to the children, youth and families in our communities. Each and every staff and volunteer has contributed in many valuable ways.

Thanks to you, we are changing the lives of children. But we're not done yet. With the demand for accessible mental health services increasing, we need your help now more than ever. Our children's future is in our hands — and with you standing strong beside us, we can't wait to see what we can accomplish next.



# SUSTAINABLE DEVELOPMENT

## BUILDING AN EQUITABLE, HEALTHY, & INCLUSIVE COMMUNITY

With a strong focus on fostering good health and well-being, we have empowered families by enhancing their social and emotional skills, as well as nurturing their sense of self-worth. By providing essential tools and support, we have helped create an environment where individuals can thrive, both physically and emotionally.

In addition to supporting good health, KIDTHINK is dedicated to promoting quality education. Through psychoeducation, the center has broadened the understanding of mental health issues among families, educators, and community members, leading to increased support for affected children. This heightened awareness has not only led to an enriched learning environment but has also improved children's chances of graduation, setting them up for a brighter future.

We recognize the importance of reducing inequalities and have made significant strides in this area by prioritizing gender equality and equal access to services. By actively addressing disparities and promoting inclusivity, KIDTHINK has created a safe space where all children, regardless of gender or background, can access the care they need to succeed.

Lastly, we have actively worked toward fostering peace, justice, and strong institutions within the community. By addressing the root causes of mental health issues and providing timely intervention and prevention services, we have worked to reduced the likelihood of families becoming entangled in the justice system. Our efforts have not only contributed to a more harmonious community but have also helped build resilient institutions that support the well-being of all its members.

KIDTHINK's comprehensive approach to mental health care, education, and community support continues to drive positive change, ensuring a brighter future for the children and families we serve.



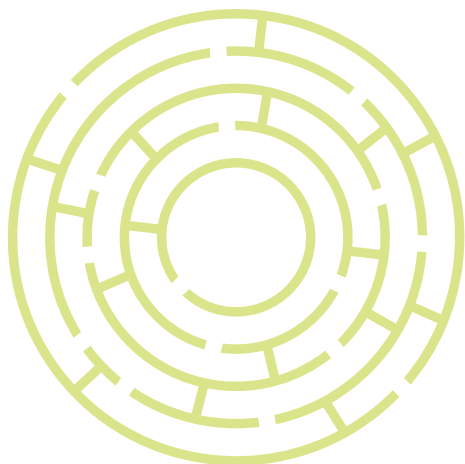
# COLLABORATION

COMMUNITY ENGAGEMENT IS AT THE HEART OF WHO WE ARE

Every day at KIDTHINK, we witness the power of collaborations and community engagement. We strive to build strong connections with our colleagues, community organizations and professionals, and the children, youth and caregivers who come into contact with our centre. Collaborations inside and outside of our centre allow us to evolve our services, mobilize our equity strategy, and connect families with resources that will help them overcome barriers and provide accessible services for their children.

A very warm and special thank you to all of the sponsors and attendees who joined our Radio-thon in May 2021. The event raised \$50,000 in support of KIDTHINK - helping children, young people and families.

To the donors, foundations and community partners who have supported us, we want to thank you for making a big impact in our community. From monetary donations to in-kind gifts, every contribution helped our families find reasons to hope. Generous contributions like yours help support our centre as we continue to meet the unique needs of our communities. By supporting KIDTHINK, you are joining with us to ensure that no one is left behind.



## **WE ARE CHANGE-MAKERS, COMMUNITY BUILDERS, AND WORLD SHAPERS**

Connecting communities with mental health services. Advancing diversity and equality. Bolstering the fight against mental health illnesses. These are all examples of how you made a difference this year. Your gift to KIDTHINK opened doors for children and families to realize their potential and connect you to a community dedicated to solving Manitoba's mental health crisis.

Your generosity is creating positive change. Because of you, we continue to make innovative advancements towards a safe, resilient, healthy, and equitable future for all.

**THANK YOU.**



